

Application of Mila software to customer information management at Salla Vietnam Trading and Service Company Limited, Thai Nguyen branch

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Abstract: In the increasingly developing business context, accurate and efficient customer information management plays a key role in helping Salla Vietnam Trading and Service Company Limited, Thai Nguyen branch, maintain its competitive position. This topic aims to solve the problem of improving customer information management performance by applying Mila software. Through a process of theoretical research combined with experimentation, the topic aims to build an advanced customer information management support system to help the company improve service quality and strengthen customer relationships. The expected results of the topic will significantly contribute to improving work productivity and business performance of Salla Vietnam.

Keywords: Mila software, customer information management, Salla Vietnam Trading and Service Company Limited, Thai Nguyen branch